

BUILDING ON WORK ALREADY DONE: BACKGROUND

MYPHR.COM

The American Health Information Management Association (AHIMA) provides the public with free educational resources about personal health information and personal health records (PHRs) through its Web site, www.myphr.com. Topics include how to access medical records, privacy rights, and starting a PHR.

HIPAA COLLABORATIVE OF WISCONSIN (HIPAA-COW)

HIPAA-COW is a non-profit organization open to entities considered to be Covered Entities, Business Associates, and/or Trading Partners under HIPAA, as well as any other organization impacted by HIPAA regulation. The mission of HIPAA-COW is to:

- ✦ To assist covered entities, business associates, and other interested parties in implementing the practices required by the Administrative Simplification provisions of HIPAA and to foster public education about the impact of HIPAA.
- ✦ To facilitate and streamline HIPAA implementation through identification of best practices.
- ✦ To reduce duplicate efforts among payers and providers.
- ✦ To offer opportunities for partnering.
- ✦ To identify and elevate regulatory issues in a non-partisan manner.

For more information, visit: www.hipaacow.org.

MARKLE FOUNDATION: CONNECTING FOR HEALTH

Connecting for Health is committed to accelerating the development of a health information-sharing environment by bringing together an array of private, public, and not-for-profit groups to develop common standards and values. Connecting for Health also works to overcome the technical, financial, and policy barriers to bringing health care into the information age.

As one of its first steps, Connecting for Health convened a group of leading government, industry, and health care experts, who have shaped and led the national debate on electronic clinical data standards. The group forged consensus on the adoption of an initial set of standards, developed case studies on privacy and security, and helped define the electronic personal health record.

For more information, visit: www.connectingforhealth.org.

PATIENTS IN CHARGE: THE EHEALTH TRUST CONCEPT

Dr. Yasnoff, a former federal employee who now works as an independent consultant has proposed an eHealth concept that is expected to be the basis of an evolving RHIO in Louisville, Kentucky.

Dr. Yasnoff proposes a patient-centric approach that involves the establishment of a lifetime health record for each person that is paid for and controlled by the person. They decide who has access to which parts when, and no one else decides that. Part of the eHealthTrust model is that it provides financial incentives for physicians to acquire and use electronic health records systems in their offices, by paying about \$3 for submission of the encounter notes from an outpatient encounter in electronic standardized form.

Are patients willing to pay for this? Yasnoff points out that ultimately the patient pays for everything, and the issue with healthcare coverage is whether the patient gets reimbursed. I would encourage health plans, health insurers and employers to provide coverage for the E-HealthTrust, which only costs about \$5 per month.

Yasnoff describes the E-HealthTrust as immediately and inherently sustainable because it is paid for by the users, the patients. He reports a national survey commissioned last year by Accenture, and they asked consumers across the country "Would you be willing to pay \$5 or more for your medical records to be electronic?" 52 percent of consumers said they would.

For more information, visit: www.ehealthtrust.com.